

Remarks

Re-examination and reconsideration of the rejections are hereby requested.

Claims 1-16 are pending in this application and these claims stand rejected under 35 USC §103(a) as being unpatenable over U.S. Patent No. 5,796,393 to MacNaughton, *et al.* in view of U.S. Patent No. 6,223,165B1 to Lauffer.

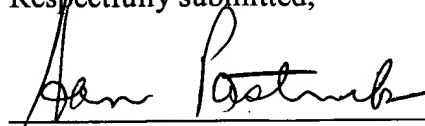
In one aspect, the present invention is a method of generating revenue on-line having the steps of providing a secure and privacy protected internet accessible website to an on-line community having members with an interest in a particular professional association and selling to one or more entities the right to a predetermined amount of time to provide to the members expertise related to the professional association via the on-line community. For example, the field of hospital administration may be a community sharing interests. Sponsors, such as hospital supply manufacturers, would be interested in providing free advice to this on-line community in hopes of establishing a business relationship and, importantly, would be willing to pay for a period of exclusivity as an expert for the online community. It is important to recognize that in the method of the present invention the sponsors with expertise pay for the right to provide the expertise. On the other hand, membership in the on-line community is free to the participants. The examiner has cited the Lauffer reference as meeting Claims 1, 2, and 3. The undersigned respectfully disagrees. In Lauffer, consumers hire experts and pay for their services. This is nothing more than a traditional fee-for-service arrangement. For example, the examiner's attention is directed to column 8 at line 15 in which it is stated that "the consumer pays for the advice information packet directly." There is absolutely no teaching or suggestion that the experts themselves pay for being made available to the consumer. Thus, Lauffer directly teaches away from the presently claimed invention.

The MacNaughton, *et al.* reference appears even less relevant. This patent merely teaches facilitating interactions with on-line service subscribers belonging to a community of interest. There is absolutely no teaching of experts paying for access to an on-line community having members with an interest in a particular

professional association.

For the foregoing reasons, it is submitted that the claims are patentably distinct from the teachings of the references and early favorable action is requested.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Sam Pasternack", written over a horizontal line.

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